Claims

1.   A content distribution system (101, 103 to 106) comprising an information distribution device (11, 12, 13), a manufacturer terminal (30) and a content receiving device (21, 22, 23) which are connectable with one another via a communications line (5, 6), wherein:

the information distribution device (11, 12, 13) includes

an encryption distribution means (72) for encrypting and distributing a content;

the content receiving device (21, 22, 23) includes

a product purchase information input means (S21) for accepting an input of product purchase information; and

a product purchase information sending means (S22) for sending the received product purchase information to the manufacturer terminal (30);

the manufacturer terminal (30) includes

a product purchase information receiving means (S31) for receiving the sent product purchase information; and

a decryption key delivery means (S32) which includes a first memory (125) for storing a decryption key, and which, upon receiving the product purchase information, reads the decryption key from the first memory (125) and delivers it to the content receiving device (21, 22, 23),

the content receiving device (21, 22, 23) includes

a decryption key receiving means (S23) for receiving the decryption key delivered by the manufacturer terminal (30);

a decryption key storage means (S25)   having a second memory (85), and

adapted for storing the received decryption key in the second memory (85);

an input means (84, 93) for accepting an operation which enables use of the decryption key stored in the second memory (85); and

a decryption key sending means (94) which, upon receiving the operation from the input means (84, 93), reads the decryption key from the second memory (85) and sends it to the information distribution device (11, 12, 13);

the information distribution device (11, 12, 13) further includes

a decryption means (73) which receives the decryption key sent from the decryption key sending means (94) and uses the received decryption key to decrypt the content distributed by the encryption distribution means (72);

the content receiving means (21, 22, 23) further includes

a content receiving means (91) for receiving the content sent by the encryption distribution means (72); and

an audiovisual means (92) for reproducing the content received by the content receiving means (91).

2.   A content distribution system (102) comprising an information distribution device (11A, 12A, 13A), a manufacturer terminal (30) and a content receiving device (21A, 22A, 23A) which are connectable with one another via a communications line (5, 6), wherein:

the information distribution device (11A, 12A, 13A) includes

an encryption distribution means (72) for encrypting and distributing a content;

the content receiving device (21A, 22A, 23A) includes

a product purchase information input means (S21) for accepting an input of

product purchase information; and

a product purchase information sending means (S22) for sending the received product purchase information to the manufacturer terminal (30);

the manufacturer terminal (30) includes

a product purchase information receiving means (S31) for receiving the sent product purchase information; and

a decryption key delivery means (S32) which includes a first memory (125) for storing a decryption key, and which, upon receiving the product purchase information, reads the decryption key from the first memory (125) and delivers it to the content receiving device (21A, 22A, 23A);

the content receiving devices (21A, 22A, 23A) comprising

a content receiving means (91) for receiving the content sent from the encryption distribution means (72);

a decryption key receiving means (S23) for receiving the decryption key delivered by the manufacturer terminal (30);

a decryption key storage means (S25) including a second memory (85), and adapted for storing the received decryption key in the second memory (85);

an input means (84, 93) for accepting an operation which enables use of the decryption key stored in the second memory (85);

a decryption means (96) which, upon accepting the operation from the input means (84, 93), reads the decryption key from the second memory (85) and uses it to decrypt the content received by the content receiving device (91); and

an audiovisual means (92) for reproducing the content decrypted by the decryption means (96).

3.   A content distribution system (101, 103 to 106) comprising an information distribution device (11, 12, 13) and a content receiving device (21, 22, 23) which are connectable with each other via a communications line (5), a consumer terminal (21, 22, 23) and a manufacturer terminal (30) which are connectable with each other via a communications line (6), wherein:

the information distribution device (11, 12, 13) includes

an encryption distribution means (72) for encrypting and distributing a content;

the consumer terminal (21, 22, 23) includes

a product purchase information input means (S21) for accepting an input of product purchase information; and

a product purchase information sending means (S22) for sending the received product purchase information to the manufacturer terminal (30);

the manufacturer terminal (30) includes

a product purchase information receiving means (S31) for receiving the sent product purchase information; and

a decryption key delivery means (S23) which includes a first memory (125) for storing a decryption key and which, upon receiving the product purchase information, reads the decryption key from the first memory (125) and delivers it to the consumer terminal (21, 22, 23);

the consumer terminal (21, 22, 23) includes

a decryption key receiving means (S23) for receiving the decryption key delivered by the manufacturer terminal (30);

the content receiving device (21, 22, 23) includes

an input means (84, 93) for accepting an input of the decryption key received

by the consumer terminal (21, 22, 23);

a decryption key sending means (94) which, upon accepting the input from the input means (84, 93), sends the decryption key to the information distribution device (11, 12, 13);

the information distribution device (11, 12, 13) includes

a decryption means (73) which receives the decryption key sent by the decryption key sending means (94) and uses the received decryption key to decrypt the content distributed by the encryption distribution means (72);

the content receiving device (21, 22, 23) includes

a content receiving means (91) for receiving the content sent by the encryption distribution means (72); and

an audiovisual means (92) for reproducing the content received by the content receiving means (91).

4.   A content distribution system (102) comprising an information distribution device (11A, 12A, 13A) and a content receiving device (21A, 22A, 23A) which are connectable with each other via a communications line (5), a consumer terminal (21A, 22A, 23A) and a manufacturer terminal (30) which are connectable with each other via a communications line (6), wherein

the information distribution device (11A, 12A, 13A) includes

an encryption distribution means (72) for encrypting and distributing a content;

the consumer terminal (21A, 22A, 23A) includes

a product purchase information input means (S21) for accepting an input of product purchase information; and

a product purchase information sending means (S22) for sending the received product purchase information to the manufacturer terminal (30);

the manufacturer terminal (30) includes

a product purchase information receiving means (S31) for receiving the sent product purchase information; and

a decryption key delivery means (S32) which includes a first memory (125) for storing a decryption key and which, upon receiving the product purchase information, reads the decryption key from the first memory (125) and delivers it to the consumer terminal (21A, 22A, 23A);

the consumer terminal (21A, 22A, 23A) includes

a decryption key receiving means (S23) for receiving the decryption key delivered by the manufacturer terminal (30);

the content receiving device (21A, 22A, 23A) includes

a content receiving means (91) for receiving the content sent by the encryption distribution means (72);

an input means (84, 93) for accepting an input of the decryption key received by the consumer terminal (21A, 22A, 23A),

a decryption means (96) which, upon accepting the input from the input means (84, 93), uses the decryption key to decrypt the content received by the content receiving means (91), and

an audiovisual means (92) for reproducing the content decrypted by the decryption means (96).

5.   A content distribution system (101, 103 to 106) comprising:

an information distribution device (11, 12, 13) including an encryption distribution

means (72) for encrypting and distributing via an interactive medium (5) content created by a content holder (40) using a budget provided by a single manufacturer or a plurality of manufacturers (31, 32) and a decryption means (73) which receives a decryption key given owing to purchase of a product made by the manufacturer (31, 32) and decrypts the content distributed by the encryption distribution means (72); and

a content receiving device (21, 22, 23) including an input means (93) for inputting a decryption key given owing to purchase of a product made by the manufacturer (31, 32), a sending means which, after the decryption key is inputted by the input means (93), sends the inputted decryption key to the information distribution device (11, 12, 13), a receiving means (91) for receiving the content sent by the information distribution device (11, 12, 13) and an audiovisual means for reproducing the content received by the receiving means (91).

6.   A content distribution system (102) comprising:

an information distribution device (11A, 12A, 13A) including an encryption distribution means (72) for encrypting and distributing content created by a content holder (40) using a budget provided by a single manufacturer or a plurality of manufacturers (31, 32); and

a content receiving device (21A, 22A, 23A) including a receiving means (91) for receiving the content sent from the information distribution device (11A, 12A, 13A), an input means (93) for inputting a decryption key given owing to purchase of a product made by the manufacturer, a decryption means (96) which, upon input of the decryption key from the input means (93), decrypts the content received by the receiving means (91), and an audiovisual means (92) for reproducing the content decrypted by the decryption means (96).

7.   The content distribution system (101, 102) defined in any of claims 1 to 6, wherein the decryption key is given in accordance with the price of products purchased from the single or the plurality of manufacturers (31, 32) or the quantity of the purchased products.

8.   The content distribution system (103) defined in any of claims 1 to 6, wherein the decryption key is given in accordance with points which are allotted in accordance with the price of a product purchased from the single manufacturer or the plurality of manufacturers (31, 32) or the quantity of the purchased products.

9.   The content distribution system (101, 102) defined in any of claims 1 to 6, wherein the decryption key is set according to each content or to a viewable time of the content.

10.   The content distribution system (101, 102) defined in any of claims 1 to 6, wherein the decryption key given according to a specific product purchased from the single or the plurality of manufacturers (31, 32) is allowed to be used only for decrypting a specific content.

11.   The content distribution system (101, 102) defined in any of claims 1 to 6, wherein the decryption key given in advance owing to product purchase is allowed to be used when the selling quantity of products made by the manufacturer (31, 32) exceeds a certain value.

12.   The content distribution system (104) defined in any of claims 1 to 6, wherein the decryption key is given to a winner of a lottery held at the time of purchasing products from the single manufacturer or the plurality of manufacturers (31, 32).

13.   The content distribution system (101, 102) defined in any of claims 1 to 6, wherein the content distributed by the information distribution device (11, 12, 13, 11A, 12A, 13A) is content which was created for private television broadcast by adding commercial messages, but the commercial messages have been removed.

14.   The content distribution system (105) defined in any of claims 1 to 6, wherein the decryption key is given in accordance with information sent to manufacturers, which information comprises requests related to products purchased from the single manufacturer or the plurality of manufacturers (31, 32), impressions after using the products, recommended price.

15.   The content distribution system (105) defined in any of claims 1 to 6, wherein the decryption key is given in accordance with information sent to manufacturers, which information comprises buyer's age, sex, purchasing motive.

16.   The content distribution system (106) defined in any of claims 1 to 6, wherein the decryption key is given in accordance with information including preferences for certain content or for viewing time which is sent to the content holder (40) that has the information distribution device (11, 12, 13, 11A, 12A, 13A).

17.   A content distribution method comprising:

an encryption distribution step (S11) of encrypting and distributing via an interactive medium (5) content made by a content holder (40) using a budget provided by a single manufacturer or a plurality of manufacturers (31, 32);

an input step (S1) of inputting a decryption key given owing to purchase of a product made by the manufacturer (31, 32);

a sending step (S2) of sending, upon input of the decryption key in the input step (S1), the inputted decryption key;

a determination step (S12) for receiving the decryption key sent in the sending step (S2) and determining whether the received decryption key is appropriate or not;

a decryption step (S13) for decrypting, in case it was determined in the determination step that the decryption key is appropriate, the content distributed in the encryption distribution step (S11);

a receiving step (S3) of receiving the content sent in the encryption distribution step; and

a viewing step (S3) of reproducing the content received in the receiving step (S3).

18.   A content distribution method comprising:

an encryption distribution step (S14) of encrypting and distributing a content made by a content holder (40) using a budget provided by a single manufacturer or a plurality of manufacturers (31, 32);

a receiving step (S4) of receiving the content sent in the encryption distribution step (S14);

an input step (S1) of inputting a decryption key given owing to purchase of a product made by the manufacturer (31, 32);

a decryption step (S4) of decrypting, upon inputting the decryption key in the input

step (S1), the content received in the receiving step; and

a viewing step (S4) of reproducing the content decrypted in the decryption step (S4).

19.   A content receiving device (21, 22, 23) for receiving and reproducing a content created by a content holder (40) using a budget provided by a single manufacturer or a plurality of manufacturers (31, 32), comprising:

an input means (93) for inputting a decryption key given owing to purchase of a product made by the manufacturer (31, 32);

a sending means (94) for sending, upon input of the decryption key by the input means (93), the inputted decryption key to the content holder (40);

a receiving means (91) for receiving the content that the content holder (40) decrypts using the received decryption key and sends; and

a viewing means (92) for reproducing the content received by the receiving means (91).

20.   A content receiving device (21A, 22A, 23A) for receiving and reproducing decrypted content originally created by a content holder (40) using a budget provided by a single manufacturer or a plurality of manufacturers (31, 32), comprising:

a receiving means (91) for receiving the content;

an input means (93) for inputting a decryption key given owing to purchase of a product made by the manufacturer (31, 32);

a decryption means (96) for decrypting, upon input of the decryption key by the input means (93), an encryption of the content received by the receiving means (93) by use of the decryption key; and

a viewing means (92) for reproducing the content decrypted by the decryption means (96).